

Remarks

I. Summary of Office Action

Claims 1-100 are pending in this application.

Claims 1-5, 7-12, 25-30, 32-37, 50-55, 57-62, 75-80, 82-87, and 100 are rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,718,551 (hereinafter "Swix").

Claims 6, 15, 31, 40, 56, 65, 81, and 90 are rejected under 35 U.S.C. § 103(a) as being obvious over Swix in view of U.S. Patent No. 5,594,661.

Claims 20, 45, 70, and 95 are rejected under 35 U.S.C. § 103(a) as being obvious over Swix in view of U.S. Patent Nos. 6,157,809 (hereinafter "Kambayashi") and 5,815,145.

Claims 13, 22, 23, 38, 47, 48, 63, 72, 73, 88, 97, and 98 are rejected under 35 U.S.C. § 103(a) as being obvious over Swix in view of U.S. Patent No. 5,987,509.

Claims 14, 18, 19, 24, 39, 43, 44, 49, 64, 68, 69, 74, 89, 93, 94, and 99 are rejected under 35 U.S.C. § 103(a) as being obvious over Swix in view of Kimbayashi.

Claims 16, 17, 21, 41, 42, 46, 66, 67, 71, 91, 92, and 96 are rejected under 35 U.S.C. § 103(a) as being obvious over Swix in view of U.S. Patent No. 5,696,905.

II. Summary of Applicants' Reply

Applicants have amended claims 1, 16, 25, 26, 41, 50, 51, 66, 75, 76, 91, and 100 to more particularly define the claimed invention. No new matter has been added and the claims are supported by the originally-filed application. For example, support for these amendments can be found in paragraphs 98 and 99 of applicants' specification.

Reconsideration of this application in light of the amendments and the following remarks is hereby respectfully requested.

### III. The Independent Claims

The Examiner has rejected independent claims 1, 26, 51, and 76 under 35 U.S.C. § 102(e) as being anticipated by Swix.

Generally speaking, applicants' independent claims 1, 26, 51, and 76, as amended, are directed towards systems, a method, and processor readable medium for providing on-demand media with supplemental content in an interactive television application. In response to a request for on-demand media from a user of an interactive television application, on-demand media is provided and supplemental content related to the on-demand media is retrieved. If the user, while viewing the on-demand media, requests to view the supplemental content, the requested supplemental content is provided to the user.

Swix refers to systems and methods for providing targeted advertisements in an interactive media system. The targeted advertisements are chosen for a particular user based on a user profile and the user's current selection for media. For example, a user who has selected to view a western movie, and whose profile indicates an interest in trucks, may be shown an advertisement for pickup trucks (Swix, abstract and col. 11, lines 10-20).

The Examiner contends that Swix teaches every feature of applicants' independent claims (Office Action, pp. 3-4). However, applicants' independent claims, as amended, include features that are different from, and improve upon, Swix's

systems and methods. These features are neither found in, nor are they obvious in view of, Swix and the prior art.

More specifically, as is typically found in interactive television applications, users of such applications (including Swix's system), do not purposefully request to view advertisements when viewing on-demand media. Swix's advertisements are displayed automatically, regardless of the user's desire to view them. Furthermore, the particular advertisements that are displayed in Swix are chosen automatically based on the user's profile and his/her selection of media. The user cannot actively choose which specific advertisements to view (Swix, col. 12, lines 10-14).

In contrast to Swix, applicants' supplemental content is displayed to the user *in response* to a deliberate request from the user to view the supplemental content. Moreover, such a request is made *while* the user is viewing the on-demand media to which the supplemental content relates. For example, supplemental content in the form of an actor interview may be displayed to the user when the user selects an actor interview button that appears during an on-demand program (see claims 15, 40, 65, and 90; and paragraph 98 of applicants' specification). Even if applicants' supplemental content contains advertisements, the advertisements would not be displayed to the user without a request received during the program from the user to view them. Applicants' feature of allowing the user to preferentially select during an on-demand program the supplemental content to be viewed represents a patentable improvement over Swix. Applicants have amended independent claims 1, 26, 51, and 76 to clarify this point.

Accordingly, for at least these reasons, applicants respectfully submit that the rejection of amended claims 1, 26, 51, and 76 under 35 U.S.C. § 102(e) should be withdrawn.

IV. The Dependent Claims

Applicants have demonstrated that the amended independent claims 1, 26, 51, and 76 are allowable. Claims 2-25, 27-50, 52-75, and 77-100 depend from claims 1, 26, 51, and 76, respectively, and are allowable at least because claims 1, 26, 51, and 76 are allowable.

V. Conclusion

For at least the reasons set forth above, applicants respectfully submit that this application is in condition for allowance. Reconsideration and prompt allowance of this application are respectfully requested.

Respectfully submitted,



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